Pro opn's

WYBC 640 ON YOUR DIAL

The Yale Broadcasting Co.
Incorporated
PROGRAM DEPARTMENT

BOX 242A YALE STATION
NEW HAVEN, CONN.
Telephone 5-6284

Inter Office Memorandum

PROGRAM DIRECTOR
ASSISTANT PROGRAM DIRECTOR
ASSISTANT PROGRAM DIRECTOR (ADM.)
ASSISTANT PROGRAM DIRECTOR (OPNS)
NEWS DEPARTMENT
RECORD DEPARTMENT
SPORTS DEPARTMENT
CONTINUITY DEPARTMENT
SPECIAL EVENTS DIVISION
RECORDING DIVISION
SUPERVISORS
CHIEF ANNOUNCER - MONITOR

January 16, 1950.

There has been considerable unfavorable comment from station members regarding the new station break, outweighing comment from those who like it.

I am forced to attribute much of this to the usual nucleus of cynics who, by certain remarks or tone of voice on the air, manage to twist any new plan for their own personal amusement to the detriment of the station.

I attribute much of the unfavorable comment to the fact that "This is WYBC, Yale," is difficult to say. It is overly easy to sound pompous, which is not the intent of the Program Director. I suggest, therefore, that announcers try and keep the station break casual, giving little emphasis to the "Yale."